

Rep Order# 9834477 Ver# 5 Status Revised
EC'd Yes

Traffic Order# 63099

Printed: 10/05/2012 2:07 PM
Last Received: 10/05/2012 1:22 PM
Showing Buylines: All Rep & Sta Revised Lines

2 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA ADD TO SKED A
Estimate# 1905
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1905
Flight Dates 10/02/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-SPOTS ADDED AS MKGDS FROM PREV SKED
PLS CNF

26,910
4,300
31,210

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*31	SA	12P-330P	SEC	:30	\$350.00	10/06-10/06	5	1	5	\$1,750.00	
		Sales Remark: V5 ADD										
		V5 Added										
	*32	SA	330P-7P	SEC	:30	\$350.00	10/06-10/06	5	1	5	\$1,750.00	
		Sales Remark: V5 ADD										
		V5 Added										
	*33	SU	12P-1P	NFL TODAY	:30	\$800.00	10/07-10/07	1	1	1	\$800.00	
		Sales Remark: V5 ADD										
		V5 Added										

---REPORT TOTALS---

Report Totals: 11 / \$4,300.00

---SALES MONTHLY TOTALS---

Oct 12: 43 / \$31,210.00

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Sales Totals: 43 / \$31,210.00
Station Totals: 43 / \$31,210.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$78,025	CABL	0%	EKRC	0%	UNKN	60%	WBQC	0%	WCPC	0%
		WKRC	40%	WLWT	0%	WSTR	0%	WXIX	0%		

Books null
Demos RA35+

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***** Contract Coversheet *****

V.3 10/4

SEE LN 30: MKGD FOR SPOTS MISSED ON LN #25:10/2 (1/WK)

Spot Manager: All, 10/02/12-10/08/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 63099												
Line: 1												
10/03/12	Wednesday	4:55:29 XM	:30	\$30.00	OFA-12-	430-5a News	4:30 XM-5:00 XM	OBAMA ADD TO SKED / 1905		P-4	1	MWASH-
											1	
Line: 2												
10/07/12	Sunday	4:37:12 XM	:30	\$125.00		430-5a News	4:30 XM-5:00 XM	OBAMA ADD TO SKED / 1905		P-2	1	MWASH-
											1	
Line: 3												
10/04/12	Thursday	5:27:42 AM	:30	\$250.00	OFA-12-	5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	OBAMA ADD TO SKED / 1905		P-3	1	MWASH-
											1	
Line: 4												
10/03/12	Wednesday	5:40:10 AM	:30	\$250.00	OFA-12-	5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A	OBAMA ADD TO SKED / 1905		P-3	1	MWASH-
											1	
Line: 5												
10/04/12	Thursday	6:12:42 AM	:30	\$325.00	OFA-12-	6a Good Morn Cincinna	(6:00:00 AM-7:00:00 A	OBAMA ADD TO SKED / 1905		P-3	1	MWASH-
10/05/12	Friday	6:21:28 AM	:30	\$325.00	OFA-12-	6a Good Morn Cincinna	(6:00:00 AM-7:00:00 A	OBAMA ADD TO SKED / 1905		P-3	2	MWASH-
											2	
Line: 6												
10/03/12	Wednesday	7:59:10 AM	:30	\$190.00	OFA-12-	CBS This Morning	7:00 AM-9:00 AM	OBAMA ADD TO SKED / 1905		P-3	1	MWASH-
10/05/12	Friday	7:36:50 AM	:30	\$190.00	OFA-12-	CBS This Morning	7:00 AM-9:00 AM	OBAMA ADD TO SKED / 1905		P-3	2	MWASH-
											2	
Line: 7												
10/04/12	Thursday	9:24:30 AM	:30	\$150.00	OFA-12-	M-F 9a-10a	9:00 AM-10:00 AM	OBAMA ADD TO SKED / 1905		P-3	1	MWASH-
10/05/12	Friday	9:50:45 AM	:30	\$150.00	OFA-12-	M-F 9a-10a	9:00 AM-10:00 AM	OBAMA ADD TO SKED / 1905		P-3	2	MWASH-
											2	
Line: 8												
10/03/12	Wednesday	10:31:32 AM	:30	\$150.00	OFA-12-	M-F 10a-11a	10:00 AM-11:00 AM	OBAMA ADD TO SKED / 1905		P-3	1	MWASH-
											1	
Line: 9												
10/04/12	Thursday	11:58:56 AM	:30	\$650.00	OFA-12-	The Price is Right	11:00 AM-12:00 PM	OBAMA ADD TO SKED / 1905		P-2	1	MWASH-
											1	
Line: 10												
10/04/12	Thursday	12:27:11 PM	:30	\$350.00	OFA-12-	Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA ADD TO SKED / 1905		P-3	1	MWASH-
											1	
Line: 11												
10/05/12	Friday	12:29:21 PM	:30	\$650.00	OFA-12-	Young & the Restless	12:30 PM-1:30 PM	OBAMA ADD TO SKED / 1905		P-2	1	MWASH-
											1	
Line: 12												
10/04/12	Thursday	1:59:11 PM	:30	\$650.00	OFA-12-	Bold & the Beautiful	1:30 PM-2:00 PM	OBAMA ADD TO SKED / 1905		P-2	1	MWASH-
											1	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/02/12-10/08/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 63099												
Line: 13												
10/04/12	Thursday	2:28:41 PM	:30	\$550.00	OFA-12-	The Talk	2:00 PM-3:00 PM	OBAMA ADD TO SKED / 1905		P-2	1	MWASH-
											1	
Line: 14												
10/04/12	Thursday	3:59:02 PM	:30	\$550.00	OFA-12-	Let's Make a Deal	3:00 PM-4:00 PM	OBAMA ADD TO SKED / 1905		P-2	1	MWASH-
											1	
Line: 15												
10/05/12	Friday	1:05:06 PM	:30	\$375.00	OFA-12-	4p Local 12 News at Fo	(4:00:00 PM-5:00:00 PM)	OBAMA ADD TO SKED / 1905		P-3	1	MWASH-
											1	
Line: 16												
10/04/12	Thursday	5:19:57 PM	:30	\$525.00	OFA-12-	5p Local 12 News at Fiv	(5:00:00 PM-5:27:00 PM)	OBAMA ADD TO SKED / 1905		P-3	1	MWASH-
											1	
Line: 17												
10/03/12	Wednesday	5:36:35 PM	:30	\$600.00	OFA-12-	5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	OBAMA ADD TO SKED / 1905		P-3	1	MWASH-
											1	
Line: 18												
10/04/12	Thursday	6:19:02 PM	:30	\$1,200.00	OFA-12-	6p Local 12 News at Six	6:00 PM-6:30 PM	OBAMA ADD TO SKED / 1905		P-2	1	MWASH-
											1	
Line: 19												
10/05/12	Friday	6:29:01 PM	:30	\$1,500.00	OFA-12-	CBS Evening News	6:30 PM-7:00 PM	OBAMA ADD TO SKED / 1905		P-2	1	MWASH-
											1	
Line: 20												
10/04/12	Thursday	7:03:56 PM	:30	\$1,200.00	OFA-12-	M-F 7p-730p	7:00 PM-7:30 PM	OBAMA ADD TO SKED / 1905		P-2	1	MWASH-
											1	
Line: 21												
10/03/12	Wednesday	7:54:57 PM	:30	\$1,500.00	OFA-12-	M-F 730p-8p	7:27 PM-8:00 PM	OBAMA ADD TO SKED / 1905		P-2	1	MWASH-
											1	
Line: 22												
10/04/12	Thursday	11:05:19 PM	:30	\$1,100.00	OFA-12-	11p M-Su Local 12 New	11:00 PM-11:35 PM	OBAMA ADD TO SKED / 1905		P-3	1	MWASH-
10/05/12	Friday	11:27:16 PM	:30	\$1,100.00	OFA-12-	11p M-Su Local 12 New	11:00 PM-11:35 PM	OBAMA ADD TO SKED / 1905		P-3	2	MWASH-
											2	
Line: 23												
10/04/12	Thursday	12:24:45 XM	:30	\$750.00	OFA-12-	Letterman	11:36 PM-12:36 XM	OBAMA ADD TO SKED / 1905		P-2	1	MWASH-
											1	
Line: 24												
10/04/12	Thursday	1:11:45 XM	:30	\$25.00	OFA-12-	Late Late Show	12:36 XM-1:36 XM	OBAMA ADD TO SKED / 1905		P-4	1	MWASH-
											1	
Line: 26												

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/02/12-10/08/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 63099												
Line: 26												
10/04/12	Thursday	19:27 PM	:30	\$3,000.00	OFA-12-	Thu Reg 2	9:00 PM-10:00 PM	OBAMA ADD TO SKED / 1905		P-3	1	MWASH-
											1	
Line: 27												
10/05/12	Friday	19:07 PM	:30	\$1,000.00	OFA-12-	Fri Reg 1	8:00 PM-9:00 PM	OBAMA ADD TO SKED / 1905		P-4	1	MWASH-
											1	
Line: 28												
10/07/12	Sunday	28:00 PM	:30	\$3,000.00		Sun Reg 4	10:00 PM-11:00 PM	OBAMA ADD TO SKED / 1905		P-3	1	MWASH-
											1	
Line: 29												
10/08/12	Monday	14:58 PM	:30	\$4,500.00		Mon Reg 2	9p-10p	OBAMA ADD TO SKED / 1905		P-3	1	MWASH-
											1	
Line: 30												
10/06/12	Saturday	2:03:16 PM	:30	\$350.00	OFA-12-	M-Su 5a-2a	(12:00:00 PM-3:30:00	OBAMA ADD TO SKED / 1905		P-4	4	MWASH-
10/06/12	Saturday	2:38:21 PM	:30	\$350.00	OFA-12-	M-Su 5a-2a	(12:00:00 PM-3:30:00	OBAMA ADD TO SKED / 1905		P-4	1	MWASH-
10/06/12	Saturday	1:13:26 PM	:30	\$350.00	OFA-12-	M-Su 5a-2a	(12:00:00 PM-3:30:00	OBAMA ADD TO SKED / 1905		P-4	3	MWASH-
10/06/12	Saturday	2:23:06 PM	:30	\$350.00	OFA-12-	M-Su 5a-2a	(12:00:00 PM-3:30:00	OBAMA ADD TO SKED / 1905		P-4	5	MWASH-
10/06/12	Saturday	2:57:56 PM	:30	\$350.00	OFA-12-	M-Su 5a-2a	(12:00:00 PM-3:30:00	OBAMA ADD TO SKED / 1905		P-4	2	MWASH-
											5	
Line: 31												
10/06/12	Saturday	3:59:15 PM	:30	\$350.00	OFA-12-	M-Su 5a-2a	(3:30:00 PM-7:00:00	POBAMA ADD TO SKED / 1905		P-4	5	MWASH-
10/06/12	Saturday	1:59:38 PM	:30	\$350.00	OFA-12-	M-Su 5a-2a	(3:30:00 PM-7:00:00	POBAMA ADD TO SKED / 1905		P-4	2	MWASH-
10/06/12	Saturday	3:58:56 PM	:30	\$350.00	OFA-12-	M-Su 5a-2a	(3:30:00 PM-7:00:00	POBAMA ADD TO SKED / 1905		P-4	3	MWASH-
10/06/12	Saturday	3:29:12 PM	:30	\$350.00	OFA-12-	M-Su 5a-2a	(3:30:00 PM-7:00:00	POBAMA ADD TO SKED / 1905		P-4	1	MWASH-
10/06/12	Saturday	1:30:04 PM	:30	\$350.00	OFA-12-	M-Su 5a-2a	(3:30:00 PM-7:00:00	POBAMA ADD TO SKED / 1905		P-4	4	MWASH-
											5	
Line: 32												
10/07/12	Sunday	1:59:26 AM	:30	\$800.00		NFL Today	(12:00:00 PM-1:00:00	OBAMA ADD TO SKED / 1905		P-4	1	MWASH-
											1	
											43	
											43	
											43	
											43	
											43	

[Filtered by:] [Sorted by: Station]